



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting Summary

Conference Call

09 March 2015 11:00 AM – 12:30 PM CDT

Attendees

Board

- Kit Brown-Hoekstra, President
- Bernard Aschwanden, Vice President
- Alyssa Fox, Secretary
- Jane Wilson, Treasurer
- Nicky Bleiel, Immediate Past President
- Deanne Levander, Director
- Ben Woelk, Director
- Ray Gallon, Director
- Charles Fisher, Director

Office

- Chris Lyons, CEO

Ms. Brown-Hoekstra called the meeting to order at 11:02 AM CDT.

A quorum was established. The agenda was approved.

Consent Agenda Items

- Approval of Intercom awards
- Approval of Ken Rainey awards
- Approval of Sigma Tau charter

The consent agenda items were approved.

Agenda Items

- Approval of meeting minutes and summary from two January meetings
- Approval of Fellows Committee charter
- Approval of STX inductee: Michelle Malkasian
- Approval of Honorary Fellow – 10 minutes
- CEO's report (Chris Lyons) – 15 minutes
- Treasurer's report (Jane Wilson) – 15 minutes
- President's report (Kit Brown-Hoekstra) – 15 minutes
- CAC update (Ben Woelk) – 15 minutes
- Competitions update (Bernard Aschwanden) – 20 minutes

Approval of Meeting Minutes and Summary from January Meetings

A motion was made for the board to approve the January meeting minutes and summary with housekeeping changes. The motion was seconded. The motion carried.

Approval of Fellows Committee Charter

A motion was made to approve the Fellows Committee charter with suggested housekeeping changes. The motion was seconded. The motion carried.

Approval of STX Inductee

A motion was made to approve Michelle Malkasian as Sigma Tau Chi inductee. The motion was seconded. The motion carried.

Approval of Honorary Fellow

The board voted to approve the Honorary Fellow candidate as proposed by the Honorary Fellows Committee.

CEO's Report

Mr. Lyons reported on current status. Membership is about 200 members below this time last year. Education revenue is now ahead of this point last year, and above 2015 budget. We have another online course and 4 webinars coming up in this month.

Other items of note:

- The 2014 Year in Review is complete.
- We kicked off our API webinar series on Feb. 11 with 102 registrants.
- The new education report card is now available to members.
- The election site is up and candidates are campaigning and answering questions in the forum.
- We are preparing for the financial audit.

The staff directors are currently reviewing the strategic plan draft. Mr. Lyons plans to have it to the board by next week for review.

Treasurer's Report

Ms. Wilson reviewed the December and January financial reports.

A motion was made that the board accept the December and January financial reports as presented. The motion was seconded. The motion carried.

President's Report

Ms. Brown-Hoekstra is trying to touch base with Michael Opsteegh to connect on the student liaison.

Notes on Association of Independent Information Professionals (AIIP) partnership:

- Ms. Brown-Hoekstra is staffing the STC booth at their conference in Irvine April 16-19.
- She is looking for someone local to southern California to help her.
- AIIP is staffing a booth at our summit in June.

CAC Update

Student Chapter Model

Mr. Woelk reported on the student chapter model updates. There was a kickoff meeting in late February. Key discussion points and issues raised at the meeting include:

- Sustainability and missed IRS filings
- Some chapters have just faded away; no notification to STC office
- Process for creating a student chapter isn't widely known
- Desire for single point of contact (champion?) at STC office

Mr. Lyons will set up a phone conference with select student chapter advisors to discuss best practices and how STC can best support student chapters.

Lightweight Chapter Model

There was a kickoff meeting in late February to explore and recommend a chapter model that will increase sustainability while providing some relief for chapter leaders from administrative overhead. Key discussion points and issues raised at the meeting include:

- Sustainability and missed IRS filings
- Some chapters will want to maintain current structure
- Reduce chapter model to focus on networking; leverage STC Meetup tool
- Will need to determine how funds are handled.

Next steps: follow-up discussions to determine model and details, determine opt-in/opt-out strategy and transition path, and determine possible pilot candidates

Competitions Update

Mr. Aschwanden reported on the discussion with community competition managers. The discussion helped identify where things went wrong and went well with community competitions.

Ms. Brown-Hoekstra adjourned the meeting at 12:28 PM CDT.